

SmartPark Tokens Can Encourage Customer Sales

The SmartPark Token program was recently introduced by the City of Riverside as an additional option for downtown businesses who want to make parking easier for their customers. The tokens can be used in any of the metered parking machines throughout downtown and are equivalent to one hour's worth of time. Business owners can purchase the tokens at a 50 percent discount with a minimum purchase of 100 tokens for \$50. Tokens must be purchased with a corporate check, corporate credit card, or with proof of business license and are available from Diamond Parking.

Token programs can be used by businesses to encourage customer sales by offering a tangible reward. Some businesses may choose to provide a token for a set dollar amount of purchase (as an example, for a minimum \$20 purchase). Other businesses may prefer to reward customer loyalty by awarding tokens based on customers' total annual or semi-annual purchases.

Tokens can also be used to encourage repeat customer traffic by providing tokens to be used on the next visit. Tokens can also be used for special promotions by having customers enter drawings for a supply of parking tokens. Businesses can decide how best to use the tokens for their customers.

The SmartPark Token Program provides an option for those businesses that are not near a City parking garage or have customers who prefer street parking.



Businesses purchasing tokens can also obtain a special window decal to advertise their participation in the SmartPark Token Program and get a supply of informational flyers to distribute to customers.

RDP is a sponsor of the SmartPark Token Program. To encourage participation, RDP is sponsoring a draw of one roll of 100 tokens each month for the first four months of the program as an incentive for businesses to sign up. RDP has also launched a 'Welcome to Downtown' program. RDP Ambassadors distribute tokens to people using the SmartPark metered parking machines as a way of saying 'thank you' for coming downtown.

For more information on the token program, call RDP or Diamond Parking.



Save the Date...

February 22, 2007 at 5:30 p.m.

RDP's 20th Annual Meeting & Awards Ceremony  
at  
Marriott Riverside  
3400 Market Street (in the Grand Ballroom)

Do you know someone who exemplifies dedication to the community through volunteerism? Then why not submit them as a nominee for the Roy Hord "Volunteer of the Year". Submissions are accepted in writing: candidates name, your name, and why you think this individual should receive this award (in 300 words or less) to RDP at 3666 University Ave., Suite 100, Riverside, Calif. 92501. Nomination forms are also available online at [www.RiversideDowntown.org](http://www.RiversideDowntown.org) under the Annual Meeting section. Deadline for submissions is January 31, 2007. RDP is also seeking donations for the silent auction. Please contact Natasha Ferguson at (951) 341-6550.

BUSINESS BUZZ

RDP considers the BID Bulletin newsletter to be an important and useful tool to keep its readers up-to-date on informative news around downtown and provide useful information for the business community.

We appreciate and value the contributing writers over the past years who have been instrumental in

helping to achieve our goal of reporting the latest news on development, security, arts and culture and general business interest news.

It is with great pleasure that RDP welcomes our newest contributor, Jeff Lambert, as a new contributing writer to the Business Buzz section of our BID Bulletin newsletter.

Getting Down to Business

Interview with Jeff Lambert  
Business Services Manager for the Riverside Public Library

Jeff Lambert brings over 25 years of experience as a business librarian on multiple levels including corporate, public and virtual library settings. His credentials are impressive, working for such major entities as Ernst & Young (a major accounting, tax and consulting firm) in the Los Angeles and Riverside branches. He has also worked as a Municipal librarian for the City of Pasadena, and a law librarian in downtown Los Angeles. Most recently he was the business reference librarian for the Metropolitan Cooperative Library System (MCLS) Reference Center, located in the Los Angeles Public Library, where he provided second level reference service to over 30 public libraries in Southern California. One of his major responsibilities was training both librarians and the small business community on how to find reputable and free business information.

"I am very excited about coming to work for the City of Riverside," said Lambert. "As the new Business Services Manager for the Riverside Public Library, I will be providing much needed business and municipal library services to the Riverside business community. This includes informing and educating the general public, local businesses, city government and schools of print and electronic library resources. I will also be conducting virtual and in-house training sessions/

workshops of new and existing library databases and business resources."

Lambert finds it very rewarding to share his business expertise with both library colleagues and patrons. His passion for contributing to the business community was one of the reasons for his decision to come to Riverside.

"After learning about the Riverside Renaissance Initiative, it soon did not take me long to discover why the City of Riverside was in need of a business librarian. As one of America's Most Livable Cities, Riverside is ranked in the top five of all four national markets. (Office, industrial, retail and apartment). I feel that my role as Business Services Manager is a bold initiative between the Riverside Public Library, and the City's Development Department. Riverside is a booming community, and I feel that it is vital to keep its businesses (customers) informed of the vast wealth of resources (print, electronic, and virtual) that are available at their fingertips. By doing so, it is my goal to help them continue to thrive and prosper. I look forward to bringing this position to fruition!"



RDP Welcomes the following businesses to downtown Riverside

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| • All Pro Bail Bonds, 3631 Tenth St.             | • Leading Edge Educ. Consultants, 3797 Tenth St. |
| • Barefoot Photography, 3600 Lime St.            | • So Cal Living, 3303 Mulberry St                |
| • Jaima Sanders, Hairstylist, 3828 Orange St.    | • The Office, 3797 Tenth St.                     |
| • Jennifer Henry, Cosmetologist, 3828 Orange St. | • Tiana Negrete, Hair Stylist, 3828 Orange St.   |
|  | • Yunhan Chen Massage, 4085 Brockton Ave.        |